Montgomery Ward
Opening Section

INDUSTRY'S WESTERN GOAL — RICHMOND — FOURTH PORT ON PACIFIC

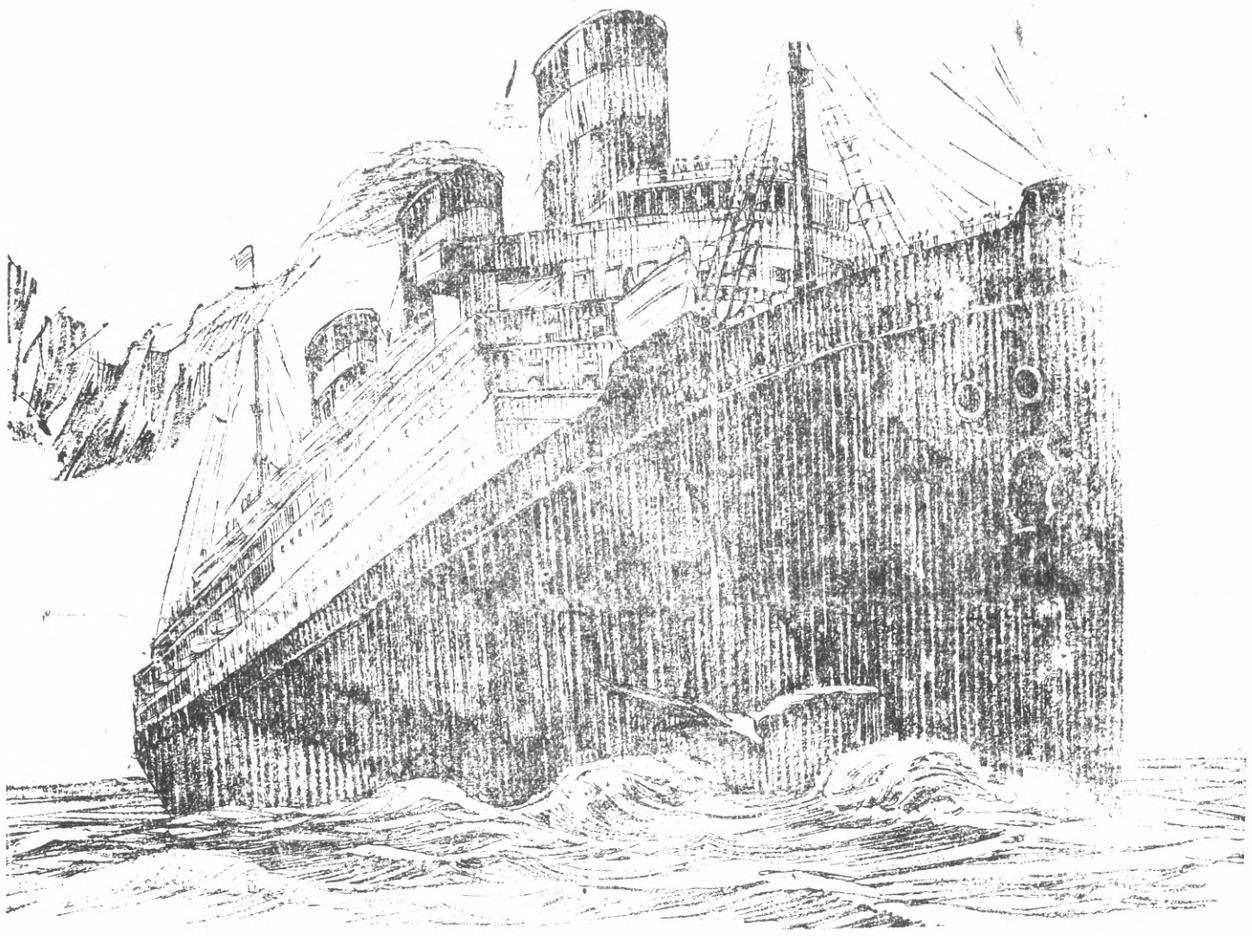
RECORD-HERALD

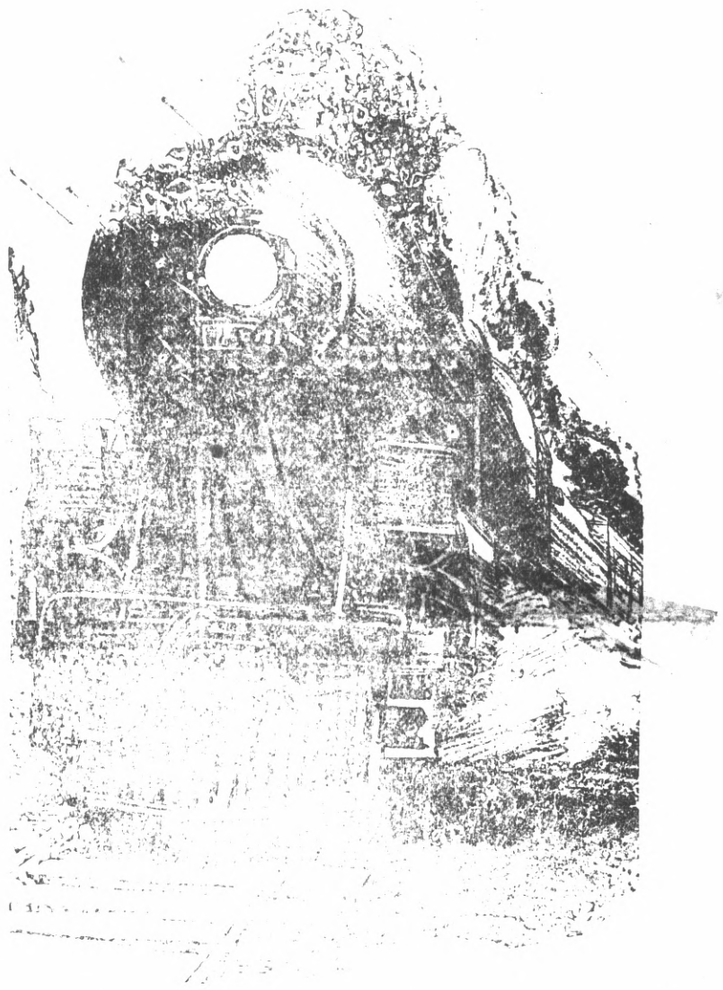
A RICHMOND PAPER FOR RICHMOND PEOPLE

Montgomery Ward
Opening Section

VOL. XXVI, NO. 1005. RICHMOND, CALIFORNIA FRIDAY MORNING, MARCH 29, 1929. PRICE 5c

RICHMOND EXTENDS WELCOME TO
MONTGOMERY WARD & COMPANY





WHERE RAIL AND WATER MEET

You have come to RICHMOND, the fourth largest port from the standpoint of tonnage on the Pacific Coast and the fourth payroll city in California. Accordingly it offers more in potential possibilities than any other community. Here you may be served by two transcontinental railroads and by deep water shipping facilities.

Richmond welcomes you to its fold and offers definite advantages to expand your business activity and prosper.

Richmond is proud of its stores—its industries—its citizens—and its civic government. It is happy to add to its list an establishment of such magnitude as the Montgomery Ward & Co.

Our citizens are noted for their loyalty in general patronage to Richmond stores and their keen interest in civic growth is ever apparent.

We hope you will like Richmond—We wish you every success—Your coming is indeed an indication that the city is growing and the future is full of promise. All Hail, Best wishes to Montgomery Ward & Co.

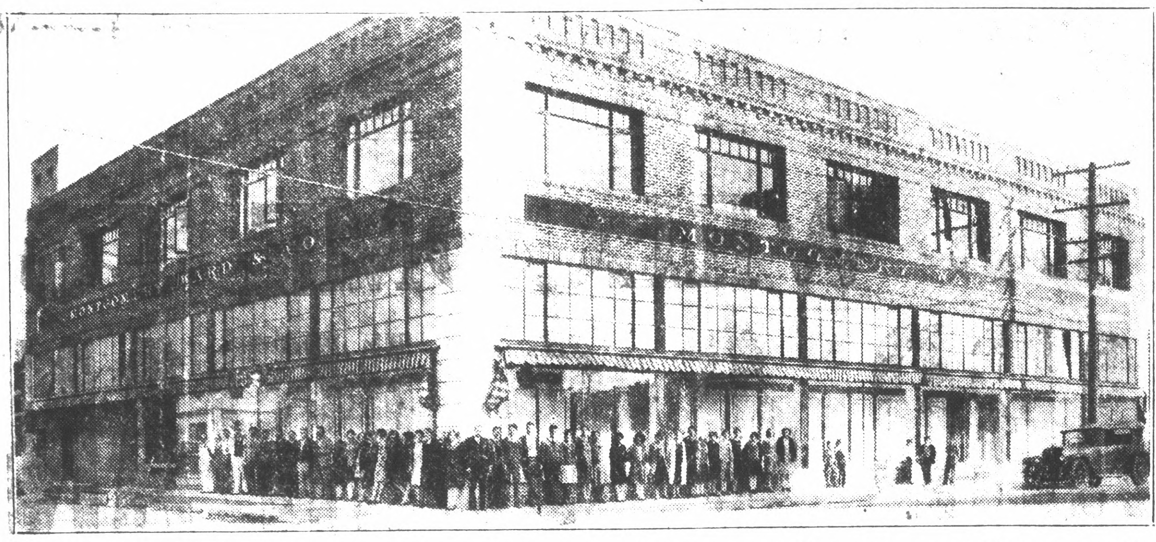
New Store Is Located at Ninth & Nevin Ave.
Open for Public Inspection Friday March 29th

Formal Opening Saturday-March 30th

Montgomery Ward & Co. brings this new store with its personal over-the-counter service to Richmond shoppers. Faith in Richmond and its future has been expressed by the coming of this firm, and is heralded as proof of the commercial progress of this city. An invitation is extended to all to inspect the new store on Friday, March 29, from 10 till 6 P. M. will open formall Saturday, March 30

OPEN HOUSE AT MONTGOMERY WARD STORE TODAY

Ward Store Which Opens Here Today



READY FOR BUSINESS. The handsome new store of Montgomery Ward company, Nevin avenue and Ninth street which opens its doors to the buying public today. Workers at the store shown above are (left to right) Hazel DeSoto, Violet Gardel, Nelda Baker, Reta Evans, Mrs. A. B. Williams, Ethel Ashford, Anna Booth, Marguerite McCain, Bernice Moore, Mable Frietas, W. A. Lashbrook, Earl Matthiessen, Leslie McVeigh, Albert Hart, E. N. Krull, assistant manager, Zola Davidson, A. B. Lucas, manager, Anna Dunton, Lillian Stanley, Ruth Washburn, Rose Senter, Mary Underwood, E. Rosier, Florence Valler, Georgene Upham, Pearl Brown, P. M. Kash, C. Barnes, C. Hartsock, T. W. Palmer, H. C. Appelton, J. L. Johnson, C. S. Richardson, E. W. Spaulding, H. L. Davies, Mitchell Williams.

WARD STORE TO BE OPENED TODAY

Richmond today welcomes its newest business acquisition, an event which speaks well for the prosperity of the city and welds another link in the strong chain of the city's growth.

Business leaders as well as housewives and other patrons are turning out by the hundreds today to welcome the new Montgomery Ward and company store, Nevin avenue and Ninth street.

The advent of the company into Richmond has caused an interest such as no other advent of similar nature has created here in recent years.

Great Reception

Enthusiasm which has been expressed during the last few days as the finishing touches have been put on the handsome three story building has grown until at present it indicates one of the greatest receptions which has even been accorded a new business house here.

When the doors of the $100,000 establishment swing open today Richmond will have the advantage of a department store which offers merchandise second to none in the country, and backed by the buying power of one of America's greatest nation-wide organizations.

"We cordially invite every resident of the Richmond community to visit our store and browse around to their hearts' content acquainting themselves with the stocks and the arrangements of our home here", A. B. Lucas, manager of the store stated yesterday.

Open At 10 A. M.

Doors will be opened this morning at 10 o'clock and remain open until 6 p. m. when visitors may inspect the stock and fittings. Tomorrow morning the store will swing open its doors and enter on its first day as one of Richmond's retail establishments.

Contrary to the belief of some, the opening of this new store in Richmond is meeting with hearty approval of local merchants. They recognize the fact that the new Ward store will be one of Richmond's strongest factors in attracting patrons from nearby areas. The public is well acquainted through previous catalogue business and it is largely to these patrons that the new store will appeal.

Future Assured

The magnitude of the Montgomery Ward venture into Richmond is looked upon here as a significant proof of the city's future. It is certain that the officials of the nationally known company studied local conditions and possible future development thoroughly before deciding upon Richmond as a permanent location of one of its stores.

The building and equipment without the stock to be carried represents an investment of over $75,000 and is an imposing addition to Richmond's fast growing business district.

The main floor is 100 by 108 feet with two main entrances on Ninth street and another entrance on Nevin avenue.

The second floor with the same floor space is devoted to house furnishings, and the mezzanine to women's wearing apparel.

Work Rushed

The structure which was started shortly after the first of the year has been rushed to completion by Davis-Pearce company of Stockton designers and general contractors of the building here.

Financing of the structure here was made possible through the assistance of Davis, Pearce company, Dr. Hall Vestal, Jacob Albert, Fred La Moine, Dr. W. E. Cunningham, Richmond syndicate of which Charles S. Renwick is president and E. M. Downer, president of the Mechanics bank.

Heads Store Here

A. B. LUCAS, manager of the Montgomery Ward company store which opens its doors to the public here today. Lucas who comes from the east will make his home in Richmond and is thoroughly trained for his work.

A. B. LUCAS, MONTGOMERY WARD STORE MANAGER SEES GREAT FUTURE FOR LOCAL BUSINESS

A B LUCAS montgomery ward

A. B. Lucas, recently appointed manager of Montgomery Ward & company's new store in Richmond is unusually well qualified to hold a position of such responsibility. Lucas, who was born in Hillsgrove, Penn., has been closely associated with the retail selling business for 16 years. His merchandising experience in department stores is outstanding and complete having advanced in eight years from stock boy in the McCrory Stores corporation of New York, to manager of their stores in Nebraska and Iowa. Later, in Casper, Wyoming, Lucas managed the Midwest Commissary company, leaving there to enter the employ of Montgomery Ward & company.

Lucas has had a thorough course of training, which, in addition to his already extensive knowledge of store management, has fitted him to capably fill the position which he now holds. During his training period, Lucas was able to go through a number of Ward's Chain Stores, gaining an insight of the function of each department.

Lucas affirms that the new store may be termed a most complete department store, and will carry a line of merchandise essential to Richmond and the surrounding territory. Lucas is the authorized representative of Montgomery Ward & company, and is empowered to back the company's iron-clad promise of "satisfaction guaranteed, or your money back."

Since taking up his residence in Richmond, Lucas has become enthusiastic over the prospect of directing the progress of the new store, and stated in an interview, "I feel that in choosing Richmond as the location for one of it's stores, Montgomery Ward & company has chosen wisely. The city is in a formative stage, its' potential possibilities are unlimited —prosperity and progress are imminent. The time is near at hand when the people of Richmond will depend entirely upon the merchants of Richmond for every need, and in behalf of the company which I represent, I wish to say that I sincerely appreciate being able to share the advantages and opportunities offered by this growing community."

CONVENIENCES WILL ASSIST PATRONS

The new, spacious home of Montgomery Ward & company, located just one block from Macdonald avenue, on the south-east corner of Ninth street and Nevin avenue, is a two-story concrete building of Class C construction, beautifully finished inside and outside.

Two hundred feet of show windows, 120 feet on Ninth street and 80 feet on Nevin avenue add greatly to the attractive appearance of the building. These are designed in such a way as to permit the most effective display of goods.

First Floor

The first floor will include the following departments: each department containing the most complete and up-to-date line of merchandise obtainable: home furnishings, electrical and radio supplies, auto accessories and tire department, heavy hardware, hardware and paints, music department, notions, jewelry, toilet goods sporting goods, piece goods, men's and boys' clothing, and hosiery.

On the mezzaine floor; ladies' ready-to-wear, shoes, millinery, infants wear, and radios, will be found. The second floor will be devoted to house furnishings, wall paper, plumbing, stoves and ranges, furniture, and floor coverings.

Modern Conveniences

The interior of the store has been arranged for the convenience of the customer; wide aisles and tastefully arranged tables, aid the shopper in making a more satisfactory in person and selection of goods. All of the fixtures used are from Battle Creek, Michigan, and are the standard type used by Montgomery Ward & company in all of their stores. A heating and ventilating system, modern in every respect will be a part of the equipment of the new building.

At all times Ward's endeavor to place before their patrons, merchandise of the finest type at the lowest possible price. The new store will carry out the established policy of the company, and no steps will be spared to assure its' customers of every advantage offered by the better department stores.

Man Jailed 20 Times As Drunk

ATHENS O. March 28.—UP—"A few more times and we'll have to give him a key," was the concensus among officials when "Peg" Wallace was committed to the jail recently on an intoxication charge.

It was his twentieth incarceration in the past two years.

READ IT FIRST IN THE RECORD-HERALD

SPRING BRIDE CAN FIND MANY ATTRACTIVE SUGGESTIONS FOR HOME ON WARD'S THIRD FLOOR

The bargains in furniture at Montgomery Ward's! You should see them! These are the kind of exclamations one is hearing around town now.

Everything from cook ovens to washing machines is on display and, as was said before, you should see them!

Let us follow the course of the spring bride who is furnishing her attractive new bungalow with things exclusively from Ward's.

Bright Kitchens

Because women are women they naturally would be most interested in the kitchen. Always before it has been the custom to consider the kitchen the most drab and uninteresting part of the house, but with the coming of times comes a rather complete transformation in the woman's domain. Ward's are exceedingly anxious to sponsor this debut of the kitchen and in doing so displays some of the newest things in bright and shining kitchen ware.

Of especial interest is the new colored granite ware. Blue, green, red and yellow are the colors being shown. They form the trend and attractive touch to the dainty electric stoves being shown now. The Windsor electric stove with oven regulator is quite popular now and is very attractive in pale green, gray, cream and pale blue tints. For larger households Ward's are showing gas stoves ranges and kerosene stoves, but the new electrics are by far the most popular.

Aluminum Popular

The new heavy aluminums, or Wagner Ware is on sale at Ward's in individual pieces. This is quite an advantage over the old method of having to buy a whole set at an exceedingly high price. All pieces may be used for cooking without any water whatsoever.

One whole corner of the second floor is devoted to kitchen utensils that will fairly make the older housewife green with envy. Even she, with an already equipped kitchen might succumb to the lure of bright and shiny kitchen cutlery, spatulas, percolators, bright pots and pans too numerous and whatnot.

Breakfast sets and chairs in breakfast sets are shown on the second floor either in dainty colors or unfinished. A large white and enamel cabinet that would fit just right in a corner of a small kitchen is shown in the furniture department. Also there are electric kitchen lamps, brooms and mops, Bissell carpet sweepers, Wardway vacuum cleaners, dishes, kitchen clocks, linoleum, rugs and ironing boards, dainty curtains, and best of all the Wardway Gyrator, the fastest in washing machines. It is no wonder the bride takes a great interest in her dainty new kitchen.

Dining Room

To proceed to the dining-room we at first notice the attractive dining sets with table and six chairs. To go with them are the practical and decorative buffets and cabinets, in which the housewife can keep her best china and other treasures. The sets are displayed in suites although they may be bought piece by piece, and show to advantage the Wardoleum art squares, rugs, lamps, dishes and glassware.

Living room suites displayed feature the Chesterfield sets, attractive end tables and console tables, ferneries, rich draperies, mantel mirrors, and desk sets. All the Chesterfields have a fine spring construction and are especially attractive when shown with the upholstered club chairs for the fireside nook. Lamps with wrought iron bases and embossed parchment or cloth shades, radios, harmonizing rugs, odd tables, magazine holders, sewing cabinets and fireside stands, all with style and beautiful colorings make one realize that a home is very desirable and can be made much more than just a place to eat and sleep.

Vanity Sets

Vanity sets are now being featured in the bedroom suites. Large chests or drawers are most handy and high chiffoniers without mirrors are very popular.

Ward's are featuring the new spring mattresses with art tickings, as they combine durability, comfort and moderate price. Other important features of the bedroom suites are bed lamps, rugs, and bed squares, fluffy blankets, sheets, pillow cases, bedspreads in white and pastel colors, cedar chests and chairs upholstered in cretonne and cloth, curtains and dresser sets.

It is indeed hard to leave the third floor of Ward's after seeing all these attractive things. The purchaser looks and looks and still sees things she wants. Over in one corner are three dainty model bathrooms in green and white tile completely fitted with fluffy bath towels, scented soaps, wicker clothes baskets, all in gleaming, shining prettiness.

Miscellaneous Articles

There are many other things too, that go with a home, that Ward's can supply. Lawn mowers, garden hose, sewing machines, plumbing supplies, and electric fixtures are among the articles displayed. Miscellaneous things such as musical instruments, toys, luggage, hardware, sports goods, automobile accessories and tires go to make Ward's one of the most completed outfitting stores on the Pacific coast. Anyone furnishing a home, outfitting a car, or getting ready to take a trip, can easily find all requisites at Ward's.

Reading Taste Of Frenchmen Change

PARIS, March 28.—UP—As in America, tastes in literature in France have undergone a change during the past two years and readers are clamoring for scientific subjects, biographies and interesting travel. In fact, sex topics still fill the bookstalls but here again the scientific aspect of sexual problems— and abnormalities are most popular.

Woman Halts Train To Obtain Some Change

BANBURY, England, March 28—UP—A woman pulled the emergency communication cord when her train was about 100 yards outside the station. The train stopped with a jerk and the guard hurried through to find out what the trouble was.

The woman explained that she had given sixpence to a boy on the platform to get her some fruit and he had not returned with her change.

The fine for pulling the communication cord was 5 pounds.

READ IT FIRST IN THE RECORD-HERALD

WE EXTEND A HEARTY

WELCOME

TO THE

Montgomery Ward & Company

We Wish Them Success in Richmond

S. H. KRESS & CO.

1010 MACDONALD AVE.

RICHMOND

EUGENE H.

AXTELL

Candidate For

Councilman

Primary Election April 29

General Election May 13

SUCCESS

to

Montgomery Ward & Co.

Davis-Pearce Company

Architects, Engineers and General Contractors

Designers and Builders of New Montgomery-Ward & Co.'s Store in Richmond

Davis-Pearce Company

BUILDERS OF BUILDING

STOCKTON, CALIF.

Store Open
For Inspection
Friday, March 29th
From 10 a. m. to 6 p. m.

HOUSE-WARMING WEEK!

Celebrating the Opening of a

MONTGOMERY WARD & CO.

Our Store Hours
DAILY
8:30 a. m. to 6:00 p. m.
SATURDAY
8:30 a. m. to 8:00 p. m.

Charming New **Millinery** For **Spring** **$1.95** to **$4.95**

Every style of the season is here. Daring turbans. Demure brimmed models. Flexible straws, ever-popular felts and combinations. Spring fashions decree Lido-sand, Bright Navy, Green and Black, as the popular colors.

NEW STORE—MAR. 30TH.
RICHMOND, CALIF.

We Want You to Be Our Guest on That Day!

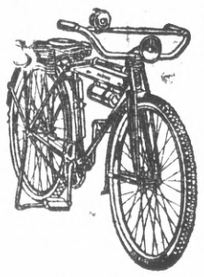
—and this is a personal invitation to you, your entire family, and your friends to visit our store on opening day

THINK FIRST of Ward's

You will want to see this store. It is different from other stores. Merchandise will be shown that up to this time you have seen only as pictured in our big catalogue. You will find many things you have long wanted and at prices that will make them real bargains! Opening day will be a great event. We do not urge you to buy, but we do want you to come in and visit our new store.

THINK FIRST of Ward's

You Will Find Values Like These in Our Store



HAWTHORNE FLYER
$33.95
Beauty Performance Value

The Hawthorne Flyer Leads Them All

Priced like a motorcycle, built for speed and durability. Your choice of two smart color combinations: Royal Packard Blue and White or La Salle Imperial Red and Black—both finished with the new chromium plate.

$5.00 down **$5.00 monthly**

You know the good values you have already received from Ward's. We now bring these values to your door for immediate delivery. Come, see the same Merchandise, the same quality, low prices and guaranteed satisfaction that has made a million satisfied customers for Ward's. You will find worthwhile values for home, for farm, for pay and use and convenience at prices that make them necessities.

Only a few items can be shown here. They only represent the many articles displayed in our store for you to actually inspect and compare with any merchandise you have ever seen anywhere. A visit will convince you of the values.

New Lingerie

For Style and Service

For wear under Spring dresses there are charming new underthings to give the figure smooth, slender lines. Pastel shades. Ward's offer a large selection of dainty underthings, at especially low prices.

Rayon Bloomers
$1.65

Fine, lustrous, run-proof Rayon fashion full-cut bloomers. In flesh, peach and nile green. Vest to match, $1.00.

Rayon Chemise
$2.98

Slimly tailored underthings that give the figure smooth lines. Decorated with contrasting piping and applique.

Rayon Pajamas
$2.98

Modern, chic, two-piece Rayon Pajamas in delicate pastel shades. Nile green, peach and flesh pink. Contrasting color rayon trim and embroidery.

Bandeau Sets
$1.59

Dance sets of pastel Rayon are charmingly trimmed. Step-ins have the new yoke front.

Spring Fashions

GLORIOUS PRINTS
SMART COLORS
MODISH DESIGNS
ALLURING PRICES

New Spring Frocks
$8.95

Spring calls for such variety that we have collected an array of adorable frocks to each and every occasion. Frocks that will captivate you with their fresh daintiness and brilliant hues. Rose, Pumpkin, Orange, Vivid Green, Blues and white combinations.

Flirty, gay afternoon frocks in flat crepes, printed crepes and gayly colored chiffon. All models exquisitely finished and offered at prices that make them necessities.

$19.75

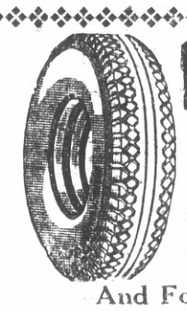
For Sport wear, you will find a complete assortment of smart, attractive dresses, featured in new bright colors, embodying the spirit of youth in every line. Marvelously finished models—Sizes for every type of woman.

$14.75

Sport Coats

Smooth broadcloths—tweeds—kasha, fashioned into sport coats, smartly styled in semi-tailored lines. Ward's collection of sport coats offers the latest in fashion at unusually low prices.

$23.75



RIVERSIDE Tires
THADE MARK

Guaranteed for 16,000 Miles

And For Lifetime Against Defects

Riverside is the only first quality tire sold with a definite mileage and for lifetime guarantee. Ward's direct to you dealing enables you to buy Riverside for less money than you'd have to pay for any other first quality tire. It's the unsurpassed sturdiness of Riverside Tires that makes Ward's famous Double Guarantee possible.

FIRST QUALITY RIVERSIDE FULL SIZE BALLOON CORDS

Tire Size 1-Ply	Moulded	Circle Tubes	Tire Size 1-Ply	Moulded	Circle Tubes
29x4.40	$ 8.45	$1.25	30x5.25	$12.00	$1.80
30x4.75	7.40	1.40	30x4.50	9.35	1.40
29x4.75	8.35	1.50	30x5.77	13.95	2.15
30x4.75	8.65	1.55	32x5.77	14.35	2.25
31x4.95	10.85	1.80	32x6.00	14.40	2.25
30x5.00	8.85	1.60	33x6.00	14.65	2.30
31x5.00	9.25	1.70	32x6.20	15.95	2.70
31x5.25	12.60	1.85			

YOUR SIZE IS WAITING FOR YOU HERE

RIVERSIDE BATTERIES
TRADE MARK

World's Largest Selling Guaranteed Batteries

Standard 11 Plate **"RIVERSIDE" BATTERIES—NOW** guaranteed for 2 year. For **FORD** and **CHEVROLET** cars.
One Lower Price ***$7.39***

SUPER-POWER Oversize **"RIVERSIDE" BATTERIES—NOW** guaranteed for 2½ years. For **FORD** and **CHEVROLET** cars.
One Lower Price ***$10.45***

Spring Shoes

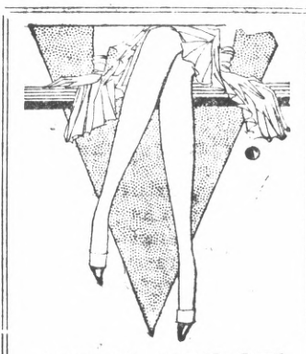
Were Never More Charming

$3.29 and $4.98

One's costume will become perfect in Springtime newness with Ward's delightfully attractive selection of footwear. Models for Sportswear, Business, Theatre, Afternoon and Dancing. Discriminating women may choose shoe wardrobe here without hesitation.

Children's Shoes
$1.29 to $3.39

Smart, sturdy shoes, in styles that will satisfy every need of your children. Models ranging in sizes for tiny tots to boys and girls in their teens. From durable play shoes and school shoes to chic, stylish models for dress and sportswear.



SILK HOSE
$1.00 Pair

Service-weight hose — Smart, practical, pure silk to the hem. Full-fashioned; of generous length. Exquisite new shades that will please every fancy.

CHIFFON HOSE
At $1.85 pair

Light Socket Operated
One-dial 8 Tubes

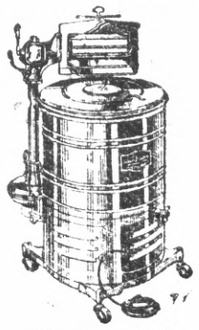
Airline
RADIO

$161.75
CASH PRICE

The all-electric AC 8 tube Airline, with the super-dynamic speaker is a triumph in tone realism, and a triumph in value. Greater distance, easy to install and operate. Famous neutrodyne circuit.

Easy Payment Price $177.50
$15 down 8 monthly payments

Guaranteed for 10 Years
The New Wardway Electric
GYRATOR WASHER



Priced at a Saving of $50 to $80

$88.50
CASH PRICE

World's greatest washer value. Daintiest garments washed safely and spotlessly clean in 3 to 7 minutes. No center post to tear or tangle clothes. 8-position safety wringer. Sold on 30 days' trial in your home.

Easy Payment Price $98.50
$5.00 down **$8.00 monthly**

MONTGOMERY WARD & CO.

Ninth Street and Nevin Avenue **Phone Richmond 2400** **Richmond, Calif.**

RICHMOND SPORTSMEN WILL FIND COMPLETE EQUIPMENT IN WARD STORE DEPARTMENT

Richmond sportsmen may make Montgomery Ward and company's store at Ninth street and Nevin avenue their headquarters for sporting goods.

Here one may find every type of sporting equipment for sale.

Fishing season will soon come on and the followers of Isaac Walton are preparing to oil up their reel and rod and prepare for a record season.

At Ward's new store every type of fishing tackel, from rods to artifical baits and lures may be purchased. Hikers' boots, fishing boots, rods, nets, baskets, minnow pails, and other needs of the fisherman may be bought.

Golfing Equipment

Followers of the "ancient and honorable" sport of golf will find here clubs of nationally known brands, golf balls, and bags, knickers, stockings and jackets may be obtained at the men's wear department on the same floor.

Tennis Equipment

Since the formation of the Richmond Tennis club, tennis has commanded the respect of every sportsman in Richmond. With the fine tennis courts located in Richmond every follower of this pastime has a fine chance of acquiring skill.

Ward's display of tennis goods is one of the most complete in the district. Rackets and balls of superior quality are now on sale.

Base ball Equipment

Now is the time of the year when all young men's fancy lightly turns to baseball. With the start of the season on the Pacific coast last Tuesday and the beginning of [illegible] league season within a [illegible] baseball will be the [illegible] of many discussions. [illegible] Legion junior [illegible] scheduled to be [illegible] wishing to [illegible] from the [illegible]

Complete equipment [illegible]

[illegible] Ward store.

Hunting Equipment

[illegible] thinking of [illegible] true nimrods are making [illegible]

Guns are being examined and new equipment is being purchased. A full line of the needs of the local hunter may be found at the local Ward store. Everything from guns to tents may be obtained.

Winchester, Remington, Browning automatic shot guns, pistols, hunting knives, hunting coats, knapsacks and camp axes are a few of the many items that will delight the eye of the nimrod.

Basketball, Grid Materials

Spring football training is now being carried on in many of the colleges of the United States. Next season is expected to be one of the biggest seasons ever played with many sectional contests being played here in California and in the east.

Boys who wish to form junior elevens here may buy their equipment from the Ward store. Everything from headgears to cleated shoes may be purchased.

As for basketball, complete equipment for the "cagers" may be found. There are official basketballs, nets, shoes, suits, socks and sweat shirts for the players, all kept in stock at the sporting department.

The sports corner is located on the Ninth street side of the store near one of the main entrance.

Church Walking Title Claimed By Eastern Man

MT. HOLLY, N. J., Mar. 28.—(U.P.)—Long treks of the Puritans to their places of worship pale in comparison to the record of George Fish, 21 year old bank clerk who resides in the town of Rancocas, near here.

Fish has estimated he has walked more than 6600 miles to and from the Mt. Holly Methodist church which he has attended regularly for 16 years. George is the superintendent of the intermediate department of the Sunday school. His father is a blacksmith.

Assistant Head

E. N. KRULL, who is the assistant manager of the new Montgomery Ward company store here. His training fit him well for the service of the Richmond buying public.

E. N. KRULL ASSISTANT MANAGER LIKES CITY, WILL LIVE HERE

E. N. Krull, chosen to assist A. B. Lucas, manager of Montgomery Ward & company's new store here, has been training for his present position for the last six months. Previous to his final training, Krull was associated with an auto supply company and gained an active knowledge of store management when he was in charge of their stores at Pomona, Ventura, and Eureka.

Having served in the capacity of assistant manager in Ward's chain stores at Ventura and El Centro, Krull is fully prepared to assume his duties at Richmond. There is no phase of the work with which he has not become acquainted. He is thoroughly familiar with every type of merchandise handled in this up-to-date department store, and in addition Krull has a first-hand knowledge of the responsibilities of every department head.

Mr. and Mrs. Krull are now in this city, and they plan to establish a permanent residence here. Both are enthusiastic about Richmond, not only as a rapidly growing industrial center, but also as an ideal residential city.

In commenting upon conditions here, Krull said, "I am glad to be in Richmond. I firmly believe that it is a city with a promising future. Montgomery Ward & Company is indeed fortunate to be able to take advantage of a location where expansion and prosperity are assured."

Dog Hears Voice Of Master On Air

AMSTERDAM, N. Y., March 28.—UP—A dog that had been stolen from his owner, a professor, heard the master's voice on the radio here recently and [illegible] about it that he [illegible] who had adopted him looked up the speaker.

The professor was making a speech and the dog sat in front of the radio listening in with a country doctor, who had adopted him after he had escaped from his captors.

The professor began speaking about [illegible] something and the dog began barking and running around the room. The doctor investigated and gave the dog back to the professor.

Fire Bug, 12 Taken In East

WATERBURY, Conn., Mar. 28—(U.P.)—"I liked to see the engines" confessed a 12 year old boy, arrested in connection with six fires in dwelling houses here.

Legion Leader Of State Gets National Post

SAN FRANCISCO, March 28.—Word has been received at State headquarters of the American Legion from National Commander Paul V. McNutt of the World War veterans' organization telling of the appointment of F. N. Belgrano, Jr., to the board of directors of the Legion Publishing corporation, Indianapolis. Belgrano's new appointment is concerned with the publication of the National Monthly Magazine of the Legion, the term of office extending until February 1932.

In addition to his duties as department commander of the Legion, Belgrano is a vice president and also comptroller of the Bank of America of California besides being a director of the Western States Life Insurance company with offices in San Francisco.

Man Dies While Buying Grave Plot

CINCINATI, Ohio, March 28.—UP—Joseph Wolf, a retired hay and grain merchant, went to the office of the sexton at St. Mary's cemetery, to purchase a lot for the burial of his nieces infant daughter. He fell dead while in the office.

OVERCROWDED EARTH SEEN BY SAVANT

LONDON, March 28.—UP—Visions of a time when there will be so many people that the earth will not be able to feed or support them are conjured up by Sir George Handley Knibbs, the Australian statistician.

"If the population of the world continues to increase at the present rate of 1 percent a year it will within two centuries exceed the maximum which the earth can support or feed," he declares in his book, "The Shadow of the World's future," recently published.

Sir George declares that the limits of human expansion are much nearer than popular opinion imagines.

The difficulty of food supplies, he says, will soon be of the gravest character. The exhaustion necessary for any notable increase of population or advance in the standards of living, or both combined, is perilously near.

To show "how ominous the future is," Sir George points out that, while from 1800 to 1900 the rate of increase of the world's population was .864 percent, from 1900 to 1911 statistics for 26 countries gave a rate of increase over all of 1.159.

Taking the present world population at 1,950,000,000, Sir George declares that at the rate of increase of .864 percent, in the year 2250 the earth's population will be 31,200,000,000, a figure not possible to maintain on this earth.

Calculations indicate that the earth might be able to feed a population of from 7,020,000,000 to 9,000,000,000 or even 11,000,000,000 if there was the freest possible migration, appropriate co-ordination of all human effort and complete elimination of the jeopardy of war, Sir George adds.

Very soon the question must be faced "whether it is better that there should be larger numbers and more modest living or fewer numbers and lavish living," he said.

In view of the imminence of a food shortage, Sir George thinks that some measure of the control of births in some way or other is inevitable.

$300 Offer For Copy Of Paper

COLUMBUS, March 28.—UP—Schanson, of the Columbus News company here, has refused an offer of $300 for a copy of the New York Herald of April 15, 1865, the paper with the story of Abraham Lincoln's assassination.

Country Doctor Show Decrease

JEFFERSON CITY, Mo., Mar. 28—(U.P.)—The old country doctor who drove through any kind of weather at any time of the day or night to minister to his patients, is disappearing from Missouri.

A survey conducted by Dr. J. Stewart, state health commissioner, shows that there are too many medical practitioners in the larger cities of Missouri while the number is diminishing in the rural districts. There is one physician for every 400 persons in the urban sections but only one for every 865 persons in the rural districts, Dr. Stewart learned.

An enormous decrease in rural population, making the returns to the country doctor out of proportion to the cost of medical education, partially accounts for the condition, he said.

Most Cautious Man Discovered

GLASCOW, March 28.—UP—Duncan McEwan, Glascow scientist and member of the British association, has no fear of losing his way in rain or fog. He carried the firmament with him. The scientist possesses a perfect map of the stars, adjusted to scale—in the top of his umbrella.

READ IT IN THE RECORD-HERALD

Wife Charges Mate Woed Her With Gun

FORT WAYNE, Ind., March 28—(U.P.)—Declaring that the only reason she married Alvan Powell, 25, Waynedale, was because he frequently carried a gun and made repeated threats to take her life if she refused to marry him, Mrs. Cora Powell, 19, has filed suit for annulment of their marriage.

The couple was married on a Friday and separated the following Tuesday.

Girl Works In Plane Factory

SIOUX CITY, Ia., March 28.—(U.P.)—Miss Beth Powell, an aviation student here works in the airplane factory to acquire detailed information about the making of airplanes.

"Getting the inside dope on the business," was the way she explained her job in the factory.

Miss Powell has only two more hours of dual flying before she gets her "solo" classification and permission to apply for a private flying license, according to officials at the airport.

WELCOME!

Montgomery-Ward Co.

WE TELEGRAPH FLOWERS

DELIVERIES TO CROCKETT, RODEO AND PINOLE

The Richmond Rose

Richmond's Florist & Flower Shop

314 NINTH STREET PHONE RICH. 198

OUR GREETINGS

Success and Welcome

Montgomery Ward & Co.

New Hotel Carquinez

TENTH & NEVIN AVE

"Comfort and Service"

"Permanent Rates Upon Request"

25¢

—is the right price to pay for a good tooth paste—

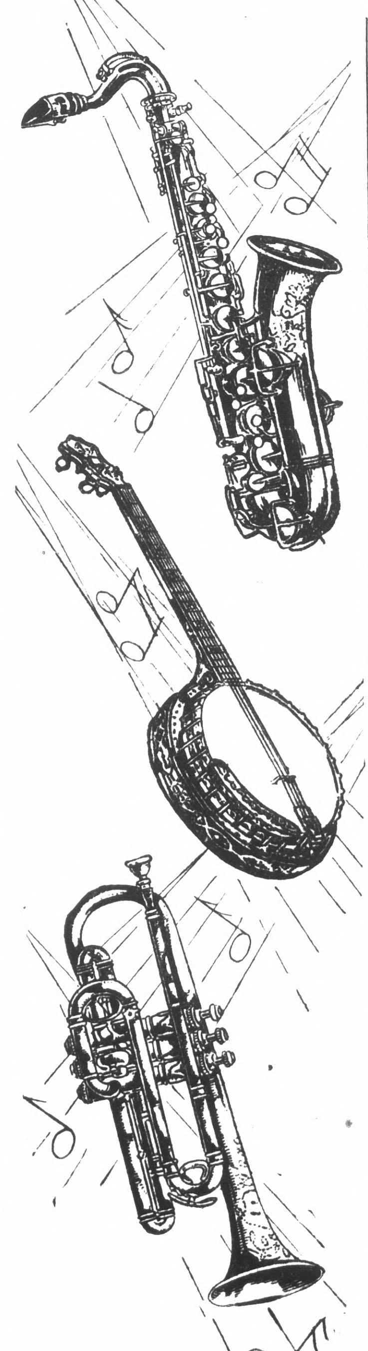
LISTERINE TOOTH PASTE

Large Tube

25¢

Make Ward's your music store

We Announce a New Department



All Music Lovers Invited Saturday March 30th.

Ward's opens a new and modern Music Department. The most popular lines of musical instruments are here for you to see. They are marvels in tone and performance. They are of guaranteed quality.

Instruments for Bands and Orchestras

All of our instruments come from famous manufacturers of the finest professional grades; favorites with the great artists and music leaders. You can easily detect the richer, mellower tones. Every comparison proves Ward's musical instruments are of superior quality.

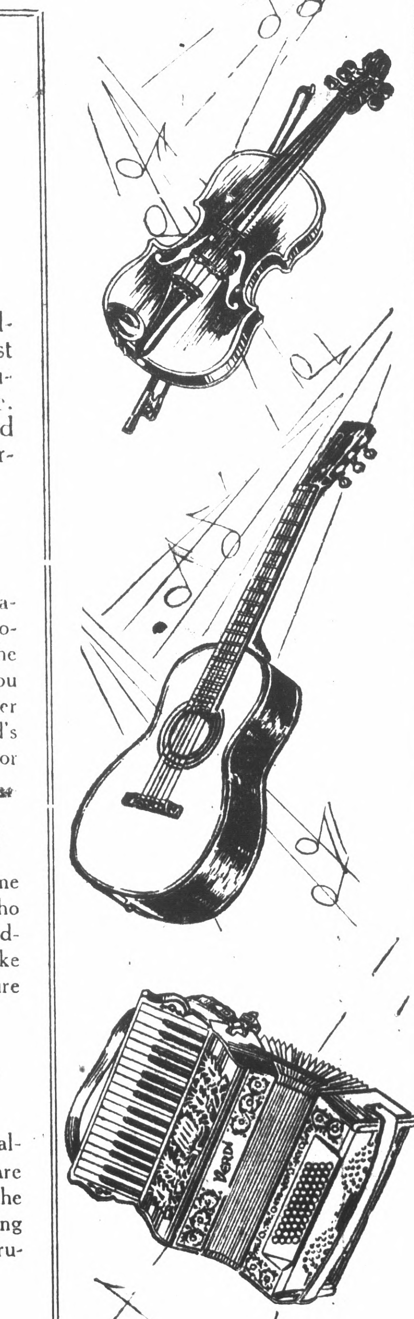
For Home Amusement

Musical instruments make your home a gathering place for your friends who play, or enjoy listening. At such moderate cost grown-up and child alike can enjoy every pleasure and culture of music.

Guaranteed Quality and Savings

When you are satisfied that tone quality, action, finish and durability are all you expect, then consider the prices. Our direct to consumer selling methods make Ward's musical instruments very exceptional values.

Come and See the New Department



MONTGOMERY WARD & CO.

Ninth and Nevin Phone Richmond 2400 Richmond, Calif.

Celebrating the opening of a

MONTGOMERY WARD & CO. STORE

Saturday, March 30th . . at 338 Ninth St. Richmond - California

WITH A PAGE OF FEATURE OFFERINGS IN MEN'S AND BOYS' CLOTHING AND FURNISHINGS

200 Men's Suits $16.50

All Wool! 1 or 2 Trouser Styles! Wonderful Values!

Suits from our regular, fresh stock and sold ordinarily at $19.50 to $29.50. The savings are apparent.

Here are suits for the collegiate young man, the business man, and the more conservative type of person.

Serges - Cheviots - Worsteds - Cassimeres

They may be had in either 1 or 2 pants models, either single or double breasted, in a complete assortment of sizes from 35 to 42 regular.

They are of all-wool fabrics in a most remarkable assortment of patterns and colors, finely tailored and finished in every detail in up-to-the-minute styles.

MEN'S DRESS SHIRTS 98c

Imagine dress shirts at 98c. This is an item that will bring thrifty women as well as men to fill present and future needs. They are full cut, well tailored garments of striped madras and fine count plain or colored broadcloths—complete assortment of sizes. 14½ to 17 in both collar-attached or neckband style.

Also included in the lot are fancy Chambrays.

Men's Shirts $1.98

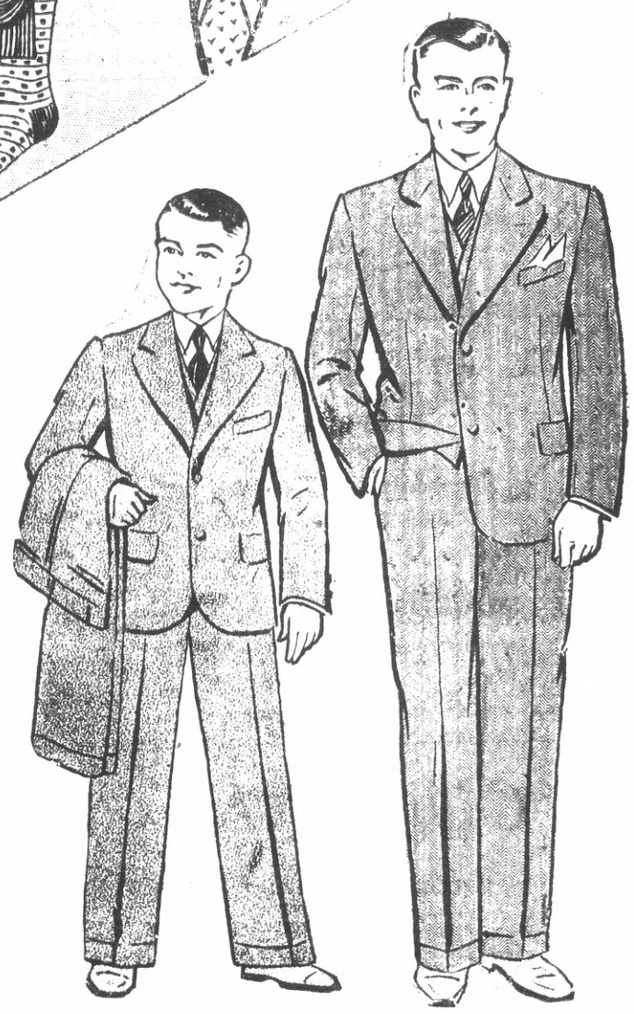
A most remarkable group of shirts of the finer type. Fine quality colored broadcloth, fancy woven madras and fancy patterned broadcloth. Collar attached or neckband styles. All full quality, excellently tailored and finished in every detail. In a complete range of sizes from 14½ to 17. All the newest patterns and colors

Men's Ties 45c

Special values. Fine quality wool and silk mixtures in a comprehensive assortment of patterns and colors.

Pure Silk Ties 89c

Beautifully cut silk ties in every conceivable new pattern and color.



Student Suits $13.95

Handsomely tailored of virgin wool fabrics, correctly styled in the very newest two-button models in distinctive patterns and weaves specially selected for young men 12 to 18 years of age. All with two pairs of pants. Others $9.95 to $14.95.

Boys' Suits $9.95

Stylish suits for the little man 6 to 12 years of age. Fine woolen fabrics in a host of dashing spring and summer patterns and weaves. All with two pairs of long pants. Others priced $7.95 and $10.95.

Men's New Spring Hats --- $3.98

All the new shapes and colors of fine quality felts. Snap or roll brim in pearl gray, tan, brown and light green. Fancy patterns and leather sweats—all sizes.

Boy's Underwear 40c

Athletic style underwear full cut and roomy with knit insert across back.

Men's Athletic Underwear 50c

Fine checked nainsook with elastic re-inforced back strips and rip-preventing re-inforcement from shoulder to waist. Fine madras garments at 98c. All sizes.

Men's Socks 29c

An outstanding feature. Serviceable and in a variety of patterns and colors.
Cotton and Rayon socks..25c
Rayon and Silk socks.....45c

Men's Caps $1.50

Handsome dress caps of a famous make with adjustable buckle and front unbreakable visor, full leather sweat, attractive patterns.

College Cords $3.69

Young Men's College corduroy trousers. Excellently tailored and finished with 20-inch cuff bottoms.

Men's Pajamas $1.50

Serviceable percale pajamas in white, tan or blue with contrasting color trimmings, rayon frogs.

Other Special Values Not Advertised

Overalls $1.00

Extra full cut garments of 2.20 blue-black denim. High back construction, button down flap pocket, combination watch and pencil pocket on bib. A wonderful value.

MONTGOMERY WARD & CO.

9TH AND NEVIN Phone Richmond 2400 RICHMOND, CALIF.

RETAIL PLANS OF COMPANY SUCCESS

The bulky catalogue with it's thousands of fascinating illustrations was a symbol of Montgomery Ward to the nation a little over two years ago. Today the big mail order house stands not only for that catalogue in the eyes of the people, but also for one of the most extensive of the retail chain store organizations of the country.

The venture into the chain store business began two years ago when "Sales and Display" stores were established by the company in a few smaller cities about Chicago. Theodore Merseles then president of Montgomery Ward & company, is given credit generally for the idea of display stores. The stores did not sell merchandise. Their purpose was to advertise the stock carried by the mail order house of the company. At the same time the officials [illegible] expected [illegible] for stock [illegible] the comments [illegible] as they viewed [illegible] It was soon evident that [illegible] was not [illegible] viewing [illegible] articles [illegible] but wanted to [illegible] away.

[illegible] months [illegible] logical [illegible] for [illegible] stores [illegible] company was launched [illegible] registers.

The first California store was established in Merced in the winter of 1927. In November of that year the second store was opened at Santa Rosa and from time to time additional stores were placed in various cities along the coast.

The company's initial policy was to place stores in cities about 6,000 population leaving the metropolitan field alone. Within a few months however, stores were established in larger communities such as Stockton, Fresno, and San Jose, California.

Department For Men Displaying Variety Of Wear

The latest articles in men's wear may be purchased at the new Montgomery Ward and company store at Nevin avenue and Ninth street, Richmond.

This new mercantile establishment will be opened to the public today and at that time articles will be placed on sale.

The men's department of the store is located on the Nevin avenue end of the building near one of the main entrances.

Every article of men's wear may be found in stock, according to the management of Richmond's latest shop which compares favorably with any other establishment located in the greater eastbay region.

Suits Specialty

Ward company makes a specialty of men's suiting. A large number of woolen mills devote a big percentage of their output to supplying the countless Ward stores located in the United States.

With Easter but a day away the well dressed man is [illegible] in all his glory [illegible] new suit, new hat and new shoes.

Nationally known brands of hats, as well as special brands made for the Ward company have been placed on display in the men's department along with the large array of suits.

Underclothing, union suits, B. V. D's [illegible] other types [illegible] for men may be found.

Dazzling Shirts

Shirts [illegible] silks and other [illegible] on display gazzing the eyes of the onlookers.

Silk and lisle socks, brilliant collars and other essentials of men's wear may be found. Stores for all types [illegible] also on hand.

[illegible] of work [illegible] working clothes is not forgotten.

Strongly made [illegible] that look well and wear well [illegible] used by any laboring man, according to the store management. There are work shirts, overalls, coveralls, work socks, work trousers, work coats, windbreakers, heavy working shoes of the Army type on display.

They're Ready To Serve You

SPECIAL TRAINING has been given these employes of the Montgomery Ward company store which opens its doors here today. They are (first row, left to right) E. W. Spaulding, Carl Barnes, Leslie McVeigh, W. A. Lashbrook, E. A. Matthiessen. (Second row, left to right) A. B. Lucas, manager, Henry Appleton, A. O. Hartt, H. W. Doane, H. L. Johnson, Zola Davidson, Mary Underwood, Florence Valler, Elizabeth Rosier, Georgene Upham, Pearl Brown, Rose Senter, Lillian Stanley, Anna Dunton, Ruth Washburn. (Third row, left to right) E. N. Krull, assistant manager, Mary Lewis, Gloria Young, Ethel Ashford, Bernice Moore, Caroline Davidson, Mrs. A. B. Williams, Reta Evans, T. J. Palmer. (Fourth row, left to right) Helene Whitman, Marguerite Erickson, Mabel Freitas, Marguerite McCain, Anna Booth, H. L. Davis, George Hartsock, R. M. Kash, C. S. Richardson, Nelda Baker, Violet Gardell, Hazel DeSoto, Mitchell William.

POSTAL UNION LEAGUE OF NATIONS

WASHINGTON, March 28—UP—Fifty-four years ago the United States initiated a world-wide practical "League of Nations" that is still functioning and saves citizens of the governments concerned millions of dollars annually.

Formation of the International Postal Union of which most of the world's countries, big and small are members, dealt a staggering blow to the high cost of mailing. Prior to 1874, it cost $2.50 to send a one-ounce letter to New Zealand. The same letter can now be transmitted for 2 cents.

Before the Postal Union went into effect letters and packages were sent over various routes to foreign countries, each route having its own postage rate, and it was difficult for the sender to know the most advantageous way to send his letter.

Through operation of the Postal Union, there is now one uniform scale of rates to all countries embraced in the union. Virtually all civilized nations of the world participated in ceremonies at Stockholm on the union's 50th anniversary in 1924.

The International Postal Union was formed, according to Post Office department records, after Postmaster General Montgomery Blair had started a movement for such an international organization. On the invitation of the United States the world powers assembled in Paris in 1863 and drafted at a subsequent conference in 1874.

Rights Guaranteed

Under terms of the treaty the signatory countries were constituted a single postal territory for the reciprocal exchange of correspondence between their post offices. The right to transfer mails was guaranteed by each nation and certain rates were fixed.

RAGS WANTED
THE RECORD-HERALD

Department For Women Showing Wide Variety

From the viewpoint of the woman shopper, Montgomery Ward's is an excellent place to select a most satisfying list of purchases. One feature that will especially appeal to the women is the large variety of goods on display. It is almost impossible for one to be dissatisfied with the outlay of goods because not only is there such a variety, but the attractiveness and pleasing effect of the display appeals to the shopper and makes it worthy of inspection.

The women will be impressed with the excellent condition for the display of goods. Glass covered and open counters, racks, full length mirrors, the pleasing effect of the grouping of the counters, wide aisles, show tables, and plenty of room for strolling and inspection of goods aid in enhancing the effect.

Plainly Marked

Worthy of mention are the small racks for prices which make it easy for the woman shopper to satisfy her curiosity. Of great importance to the women is the attitude of the clerks. In Ward's a shopper has the advantage of receiving most courteous service at all times, clerks and floorwalkers of each department are only too glad to assist the woman shopper if she does not instantly see what she desires.

In the women's ready-to-wear department, of the mezzanine floor can be found attractive and suitable clothes for girls and women for all occasions. An exceedingly large outlay of stock makes possible the satisfaction of an buyer, no matter how particular. On the same floor is the shoe department. Here the woman can find an assortment of footwear possessing such charm of design and finish, combined with durability, that she will be overjoyed.

Notion Department

On the first floor the woman shopper will be pleased to find all the little things she has been planning to get for a long time but has just "put off". Ribbons may be matched, laces for all uses can be obtained, cosmetics, and sanitary goods are on sale, fountain pens, knick-knacks, towels, wash-clothes hooks, thread electric light globes, pins, jewelry, glassware and an unlimited supply of all necessities are available.

All articles of a woman's apparel may be found in the great store. Dresses, hats, shoes, underwear, hosiery, gloves, jewelry and innumerable accessories to the correct modern dress will be found, to the great satisfaction of all women shoppers.

Montgomery Ward and Co., is now able to offer all these things to the women of Richmond at first hand instead of by mail order as formerly. As good first impressions have a tremendous influence on sales, and especially the impressions of the women shoppers, Montgomery Ward and Co., are preparing for a big business here as their efforts toward making the store attractive have been admirable.

NO PLAY FOR STUDENTS IN 1792

LANSING, Mich., March 28.—UP—Pity the poor college student of 1792.

Then think what his collegiate brother of 1929 with raccoon coat 20-inch trousers and a trick hat would say to this—it's an excerpt from the rules of Cokesbury M. E. college, founded 1788:

"All in the college shall be kept at the utmost distance from vice in general, so in particular from softness, and from effeminacy in general.

"We shall therefore insist on their rising early in the morning—this is of the vastest importance to both body and mind. On the same principle we prohibit play on the strictest terms.

"The students shall rise at 5 o'clock winter and summer. Their recreation shall be gardening, walking, riding, and bathing without doors, and the carpenters', tuners' pointers', or cabinet-makers' business within doors.

"The students shall be indulged with nothing that the world calls play; let this be observed with the strictest nicety; for those who play when they are young will play when they are old."

William G. Robinson, district representative of the Playground and Recreation association of America, read this bit before the meeting of the welfare council of Ingham county to show the changing attitude in what constitutes recreation.

LOCAL CLERKS FOR WARD STORE

In conformance with the general policy of Montgomery Ward & company, A. B. Lucas, local manager, announced that approximately 45 local persons have been employed and trained for the grand opening today and tomorrow. This will assure prompt and courteous service during house warming week.

From past experience, Ward's have learned that a store personnel made up of local people proves more satisfactory in every way than organization consisting of outside employes.

The Richmond branch will be a local store in every respect, as it not only employs local people, but enters also into local activities, shares in local responsibilities and studies local needs.

Most of the merchandise to be carried is purchased wholly or in part, west of the Rocky mountains. Thus, western merchandise for western uses was designed to meet the wants of western people.

The following people comprise the personnel of the Richmond store:

A. B. Lucas, manager.
E. N. Krull, assistant manager.
E. W. Spaulding.
Carl Barnes
Leslie McVeigh.
W. A. Lashbrook.
E. A. Matthiessen.
H. C. Appleton.
A. O. Hartt.
H. W. Doane.
H. L. Johnson.
Zola Davidson.
Mary Underwood.
Florence Valler.
Elizabeth Rosier.
Georgene Upham.
Pearl Brown.
Rose Senter
Lillian Stanley.
Anna Dunton.
Ruth Washburn.
Mary Lewis.
Gloria Young.
Ethel Ashford.
Bernice Moore.
Caroline Davidson.
Mrs. A. B. Williams.
Reta Evans.
T. J. Palmer.
Helene Whitman.
Marguerite Erickson.
Mabel Freitas.
Marguerite McCain.
Anna Booth.
H. L. Davis.
George Hartsock.
R. M. Kash.
C. S. Richardson.
Nelda Baker.
Violet Gardell.
Hazel DeSoto.
Mitchell Williams.

Two Women In Leprosy Cure To Stay At Colony

CARRVILLE, La., March 28.—UP—Because there is no one outside who cares for them, two women pronounced cured of leprosy have chosen to spend the remainder of their lives in the United States Leprosarium here.

One woman has spent 25 of her 70 years here and the other 14 of her 28. Both told authorities their relatives were unwilling for them to return home. "So if you don't mind, we'll just stay here," they told Dr. O. E. Denney, chief physician in charge of the colony.

They are the first in the history of the leper colony ever to remain after they had been pronounced cured. Cure of the dread disease is rare. In the history of the colony only 46 persons have been pronounced cured, Dr. Denney said.

Frozen Grapes To Be Placed On Market Soon

FRESNO, March 28.—UP—Starting next summer, California grapes will be seen on the nation's fruit stands every day in the year, according to Harry A. Caddow, official of the California Vineyardists' association.

The vineyardists' organization has been hunting desperately for a way to improve the marketing situation for the California grape crop, long the victim of overproduction.

Caddow says a new method of packing and storing grapes is the answer to the grape growers' prayers for more sales.

The discovery of the new method he said, was made by Dr. M. Rezos of San Francisco. And the new methods are credited with costing a fourth less to pack than the present methods, besides giving the consumer fresh California grapes any day of the year desired.

Caddow also pointed out the practicability of using the Rezos markets all over the world at markets all over the world at all seasons.

Your Clothes

cleaned and pressed the modern way hats a specialty C. O. D Cleaners, phone Richmond 683. Cleanatorium, phone Richmond 460.

SCAVENGERS

RICHMOND SCAVENGER CO.—All sorts of refuse removed on short notice. Call up phone 961 any time in afternoon

Our Best Wishes
FOR SUCCESS
Montgomery-Ward Co.
PAINTING AND DECORATING BY US.
Marcellin & Carroll
Painters and Decorators
729 N. Yosemite St. Stockton, Calif.

WELCOME
TO RICHMOND
Montgomery-Ward Co.
PLASTERING
DONE ON
NEW BUILDING
BY US
Archie Winchcole
"Plaster Contractor"
622 12TH STREET PHONE RICH. 1404

WELCOME
Montgomery-Ward Co.
GLAD TO HAVE YOU FOR OUR NEIGHBOR
We Wish You Success
Complete Automotive
SERVICE
Storage—General Repairs
Washing—Polishing
Carquinez Garage
Claus Warming, Prop.
920 NEVIN AVE.
TELEPHONE RICHMOND 2534

SUCCESS and
WELCOME TO THE
Montgomery-Ward Co.
LUMBER and MILLWORK
FURNISHED BY US
Tilden Lumber Co.
1519 NEVIN AVE.—RICHMOND

WELCOME
TO OUR NEIGHBOR
Montgomery-Ward Co.
WISHING YOU
SUCCESS
IN RICHMOND
All American Shoe Shop
Ninth & Nevin Ave

We Welcome
Montgomery-Ward Co.
To Richmond
WISHING THEM MUCH SUCCESS
IN BUSINESS PROGRESS
American Trust Co.
Merger of Mercantile Trust Company of California and the American Bank
SINCE 1854
COMMERCIAL : SAVINGS : TRUST : INVESTMENTS
FOREIGN : SAFE DEPOSIT
Richmond Branch 10th and Macdonald Ave.
Branches—23rd and Macdonald Ave. . . . Pt. Richmond.

PORTLAND WILL LOSE LAST ROAD SHOW

PORTLAND, Ore., March 28.—UP—This city of 350,000 population, metropolis of a state, will be without a theater regularly housing or available for road shows, for the first time in more than a half century.

With the passing of the famous Heilig theater, scene of road show attractions for 20 years, troupers will find themselves without a home here.

The Heilig has been converted into a vaudeville house of the and using "country store

True, there are a number of movie theaters so built that upon short notice, and with the purchase of scenery, props and necessary mechanical devices, could be converted into legitimate theaters; and then, too, there is the municipal auditorium already so equipped, which could be made available, but as far as a regular road show house is concerned, it just does not exist.

Lack of business was given as the reason for the rental of the Heilig to the vaudeville enterprise. And movies, radio, automobiles and high railroad fares all come in for their share of the basic causes of the failure of the road show business here. There have been less than a dozen traveling shows this season.

Portland as a theater town has been slipping for years. Time there was, before the war, when the Heilig played to capacity houses on continuous seven night stands, and when the Orpheum, Keith vaudeville house, played its full seven day weeks throughout the winter. It was first to suffer and moved into the Heilig for a four day week, the remainder being devoted to traveling attractions. Last year the Orpheum gave up the ghost and its talent skips Portland entirely. A sporadic showing of traveling companies continued listlessly.

Meantime movie houses of the "super" type sprung up all over the downtown theater district and throughout the suburbs; sprung up in such profusion, in fact, that it has been rumored for a long time that the movie business is "not good." A number of the down-town theaters closed or changed to second-run houses. The suburbans are all still struggling ling, and using "country store nights," and all the other devises to draw trade.

While the road show business is "shot" however, and while the movie business is far from flurishing, a stock company playing legitimate drama featuring guest artists such as Leo Carrillo is selling to capacity houses seven nights a week. Henry Duffy an actor who went to San Francisco with a heart and a dollar a few years ago, and who now operates a string of theaters in all the leading coast cities, owns this theater, the Dufwin.

Accessories For Autos Displayed In Ward Store

The greatest "mania" of the American people, according to European critics, is traveling by machine. Trips that an English or French motorist would prepare for months in advance, are made by American motorists without a qualm and with a sang froid, that, to the European, is unbelievable.

These trips may be laid to two things: safe, fast, dependable machines and good accessories that lightens the trip and makes driving a real pleasure.

The new Montgomery Ward retail store, located at Ninth street and Nevin avenues, and which will be formally opened to the public today has a complete stock of automobile accessories.

Motorists realize that their old car with a new top would look almost like new. Even a coat of paint would touch up the top and give it that gleaming new car polish.

Ward's store specializes among many things, in new tops, top patches and top paint. Cleaning fluid for the roof of the closed car will give it a gloss and shine. All these articles may be purchased at the local store.

Tires, Batteries

Ward-built heavy duty tires are featured in the auto department. The stability and wearing quality of these tires are known to every motorist and thousands of these tires are sold daily in the many Ward stores.

Ford tires, Packard tires and truck tires may all be purchased at the local store.

Automobile batteries, built especially for the Ward company for any type of car or truck may also be purchased at the Ward store here.

Vacation period is just around the corner and Richmond motorists have started their annual hunt for good camping material.

Every article for the auto camping trip may be found at the local store. There are camp beds, tents, tent poles, luggage carriers water bottles, camp axes, camp stoves, lights and other equipment.

In the matter of accessories those motorists who love to install every new motoring comfort on their cars may feast their eyes with a trip through the auto department which is located on the Nevin avenue side of the building at the left entrance to the building.

There are radiator ornaments, dash lights, stop lights, flash lights, backing lights, road lights, fog lights guards for Model T Fords, steering wheels, steering wheel covers, seat covers, new throttles, tools, dash board instruments and many other articles for the car.

HONOR PAID TO FINDER OF OIL FIELD

SEMINOLE, Okla., March 28.—UP—Just two and a half years ago R. F. (Bob) Garland, was an ordinary oil operator near Seminole, a little village about 65 miles from Oklahoma City, capital of the state.

Today Garland is credited with being the oil man who discovered the greater Seminole pool, the largest, high gravity oil producing field in the world. And Garland's strike "made" innumerable millionaires. Scores of independent oil producers, lease brokers, farmers and royalty owners were made wealthy, with a lot to spare. Three dozen major oil companies who poured millions and millions of dollars into the development of the Seminole field gleaned many more millions of dollars as interest in their investment.

Garland had drilled a little around Seminole and geologists by the score told him that he was wasting his time, for if oil was to be found there, it would be at a depth that would make profitable production prohibitive.

Oil at 4,200 Feet

Garland refused to believe the geologists and interested the Independent Oil and Gas company in the Seminole area. A well was drilled. Oil was discovered at about a 4,200 feet depth. It was of high gravity test, and it came from an area that was more than 300 square miles in size. Garland and the Independent Oil and Gas company became rich. They owned only a little tract of land in the oil region, but they became rich anyway. That was the way with others. Small tracts many not even 80 acres in size, made millionaires out of their owners.

When the Garland well blew in, operators, drillers and lease owners went wild. In a few days, when more wells were brought in, the whole area was a madhouse. Production jumped by tremendous bounds, until 528,000 barrels of oil were taken out of the earth in one day. Operators then stepped in and curtailed drilling and pinched in a number of wells. In spite of the curtailment, even today the production is around the 285,000 barrel mark daily.

The oil taken out of the Seminole area since Garland made himself and a lot of others rich would make a lake of "liquid gold" about seven and one-half miles long, one and one-quarter miles wide, fourteen feet deep, and covering about 1,800 acres.

The high gravity, greeny-gold crude oil taken from the Greater Seminole area in thirty months totals more than 246,000,000 barrels, or more than 10,350,000,000 gallons. And all of this came from about 1,250 oil wells in a gigantic high gravity production oil field, with the pools less than 4,500 feet from the surface of the earth.

The value of the tremendous amount of oil taken from the pool Garland discovered is nearly $400,000,000.

Garland now is in Tulsa, the "capital of the oil empire of the world." He is interested in charity work.

The Greater Seminole now is divided into six pools. These are Seminole City pool, Earlsboro, Bowlegs, Little River, Mission and Maud.

Only a few miles distant from the pool Garland found is another pool, called the St. Louis, and while only a few months old it has produced 15,727,000 barrels of high gravity oil.

—RAGS WANTED—
RECORD HERALD

Latest Of King

FIRST PHOTOGRAPH of King George taken at Bognor, Eng., where he was taken to recuperate from his long illness. Queen Mary accompanied His Majesty during an hour in the open air.

Man Choaked To Death By Fish

NANCY France March 28.—UP—Abelard Dupont, an old fisherman, caught a small sole the other day. He placed it between his teeth to keep it still as he proceeded to free his hook.

The fish leaped and went down Dupon's throat. He died a few minutes later of suffocation.

Mayor Gets New Compensation Bill

WALLA WALLA Wash. March 00.—UP—Mayor McCroskey of Walla Walla has received a letter from ex-mayor Tausick asking compensation because he was defeated in 1910 when W. H. Whitaker blew the fire whistle so loudly that it deafened him.

Thieves Use Gas To Get Chickens

SIOUX CITY, Ia., March 28.—UP—Two men arrested here confessed to stealing chickens by 'gassing' them.

"It's easy," one of the prisoners explained. "You just mix up a little gasoline and ammonia, and throw a cup of it in a hen's house and then walk in and pick up your chickens."

New Roads To Be Built To Grottoes

POSTUMIA, Italy, March 28.—UP—The famous stalactite grottoes of Postumia, which are among the most important in Europe, are to be made more accessible for visitors by the building of a motor road, allowing tourists to return to Postumia directly after having seen the grottoes without passing through them again.

A new electric lighting system is also to be installed, with more powerful lamps and another seven miles of subterranean passages are to be opened up which will make the total length of grottos and passages open to the public, 25 miles.

The underground course of the river Piuca is to be explored, and mining operations will be resorted to to open up some further caves and passages at present inaccessible.

WARD'S VISION HAS GREAT GROWTH

The first catalogue of A. Montgomery Ward was an eight page booklet, three by five inches in size. It was not illustrated and it contained only the prices of a few dozen articles, mostly dry goods.

Today, the descendant of that catalogue is a national institution. Few men dare to take the task of counting its pages. It lists thousands of articles, from pins to pianos.

The years between that first thin catalogue and the mammoth volume of today have seen a business miracle wrought. Ward was once a clerk in a small general store in St. Joseph, Michigan. The customers were farmers. He liked them and he saw the merchandising problem from the farmers' viewpoint. The farmer thought that he was not getting either the best selection or price when he went to town to buy for himself and his women folk at the general store. The bargains and styles of the big city were not for him. The cities were too far away and the roads were not what they are today.

Sees Opportunity

Clerk Ward began to puzzle more and more over what appeared to him a great opportunity. Finally he made the venture in the mail order business. The birth of the new huge concern was in 1872 in a small room, 12 by 14 feet in size. The young business man needed more capital. He took a friend, George R. Thorne of Kalamazoo, Michigan, into partnership.

The business venture had struck upon a most public business need in a farflung country. Four years later the business had grown to where the partners had issued a catalogue of 15 pages. This one had illustrations and listed a large variety of merchandise. That year the business of the company was $300,000.

First Branch House

In 1900, Montgomery Ward & company completed in Chicago on Michigan boulevard, the great building which is one of the landmarks of the city. The first branch house was opened in Kansas City, Missouri, in 1904. A warehouse was opened in 1911 in Fort Worth, Texas.

Two years later business was booming and a new building was erected in Kansas City. That same year the Portland, Oregon house was opened. In 1926, the Portland house moved to larger quarters in a new building. The next year a house was opened in St. Paul.

Oakland In 1923

The Oakland office in a large building was opened in 1923. The following year the Fort Worth unit moved into larger quarters. The year 1925 saw a new house at Baltimore and additions at Kansas City, St. Paul and Oakland. The next year additions were built for Baltimore and Oakland again. New structures have been completed in Fort Worth and Denver.

The branching into the retail, direct selling business was in 1926, when two or three display houses near Chicago were opened. The desire of the public to purchase the goods on display lead to the establishment of the chain store organization of the company. This branch of the original business bids fair to match the phenomenal growth of the parent tree, the mail order house.

'DYNAMITE MESSAGE' MUST HALT DICTUM OF KANSAS

KANSAS CITY, Mo., March 28.—UP—"Saying it with dynamite" must stop according to responsible citizens of Kansas City who are still stunned by the latest bombing outrage here—the 55th within a year.

Thoroughly aroused, the city is awaiting the opening of the legislature, preparing to put teeth in the state arson law which will provide a means of dealing with those industrial factions who have kept sections of this placid, and usually law-abiding middle-western town in a state of terror.

There are three reasons why names have been withheld, investigators have determined.

1. Gangsters forcing contractors to employ men of the gangsters choosing, or the shaking down of contractors by "racketeers."

2. An outgrowth of the "Cleaners and Dyers" war in which large concerns tried to force small operators to the wall, thereby eliminating price cutting. Gangsters were employed, it is said, by both sides.

3. What authorities term as "just plain arson." Men use dynamite to afford a means of collecting insurance of the old time "fire brand" method.

The grand jury, with the overwhelming weight of public opinion back of it, has been investigating the outrages for several months. But even in the face of 10 indictments the bombings have continued.

One reason for the continued defiance of law and order, it is explained, is because Robert W. Jackson, Chicago, was freed of an arson charge because of a technicality in the present law. He was with the "Cleaners and Dyers" faction, according to the complaint. It was alleged he was one of the organizers in Kansas City of "dynamite competition."

Immediately there arose a cry for a new arson law—one eliminating the possibilities of such releases.

Those seeking change in the state arson law want one with the following foundation points:

1. Providing for two to 20 year sentences for those convicted of first degree arson which shall be the destruction of a dwelling in which there are inhabitants.

2. Providing for a two to 20 year sentence for destruction of a building used as a living place, regardless of whether it is occupied at the time of the arson or attempted arson.

3. Providing for a two to 20 year sentence for those convicted of destruction of a building next to or adjoining a building used as a dwelling place.

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FRIDAY MORNING, MARCH 29, 1929.

REPORT ON IMMIGRATION

The report of Harry A. Hull, commissioner of immigration, for December, 1928, completing the first half of the fiscal year discloses some interesting statistics and seems to show that the immigration act is on the whole, carrying out the intentions of congress and the American people. During the last six months of the calendar year a total of 258,190 aliens were admitted to the United States and at the same time 149,423 aliens departed from our shores. This resulted in an increase of alien population of the country to the number of 108,767, an average of about 18,000 per month. For the corresponding period in 1927 the net gain in the number of our immigrants was 119,468 so that we received nearly 11,000 less immigrants in the last half of the calendar year 1928 than in the last half of the calendar year 1927.

In outlining the nationality of the immigrants coming in during the last six months of 1928, the reports shows that immigrants from countries in the Western Hemisphere totaled 66,181 and from Europe 78,784. Of the immigrant aliens from the Americas 34,993 came from Canada, 25,020 from Mexico and 6,168 from the West Indies, Central and South America and Newfoundland. Nearly three-fourths of the European immigrants came from Germany, Great Britain, Italy, the Irish Free State and the Scandinavian countries, these countries contributing 21,758, 10,299, 9,466, 9,357 and 7,779 respectively. Compared with the same months of the year 1927 Canadian immigration decreased 21.6 per cent and European 2.4 percent. The statistics also show a decline in arrivals from Mexico. While the number of immigrant aliens admitted from that country dropped 12.9 percent during the year ending last June as compared with the previous year, there was a further decline in the following five months of 14.2 percent and in December last the decrease amounted to 28.2 percent as compared with the corresponding periods of the year preceding.

The report would seem to indicate that on the whole our immigration laws are doing what they were intended to do. This is as it should be. The law is not perfect and there will doubtless be changes from time to time. But if the wishes of the American people are consulted and they doubtless will be, any changes in the law will be in the line of strengthening and not weakening it. What we want is a still further raising of the standard of immigration so far as this is possible and a tightening of the lnes to prevent the "bootlegging" of immigrants.

We hear a great deal about the army and navy as our two chief arms of defense and rightly so. But our immigration law is another arm of defense. It is designed to prevent the inflow of those who may become out of sympathy wit hour ideals of government and bent on destroying from within. The principle of restricted immigration has completely demonstrated its worth to the American people.

If Turkey, as reported, has agreed to grant asylum to Trotzky, the latter may soon be leading Kemal Pasha such a dance as is suggested by the Turkey-Trotzky combination.—*New Orleans Times Picayune*

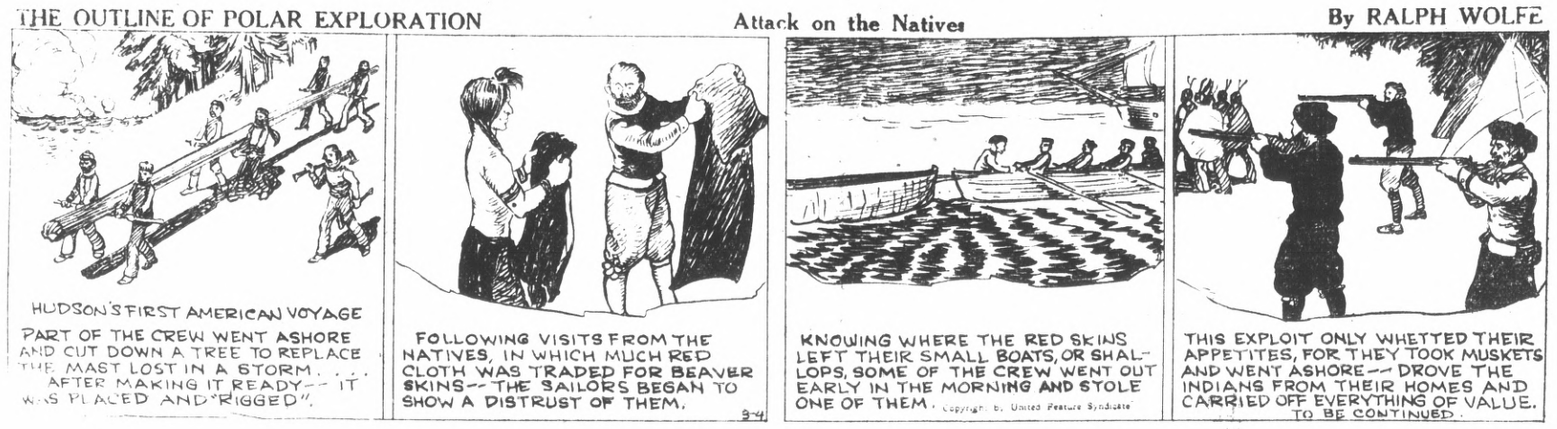
This country's original and most worthwhile endurance records were set by its pioneers.

You'll observe, if interested, that it is usually the seventh car back in the line that starts the honking. —*Toledo Blade.*

Great country: sharp cold means cash in Boston at this season, while in Florida warm sunshine signifies the same thing. —*Boston Transcript.*

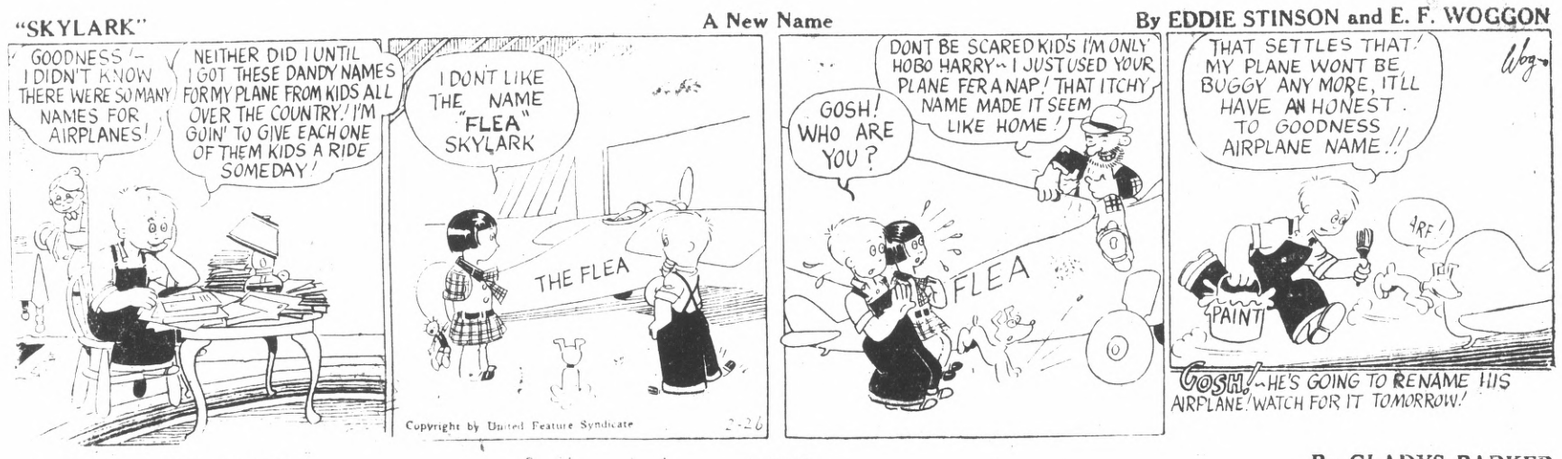
Some motorists drive as if they were anxious to have their accident quickly and have it over with—*Grand Rapids Press.*

THE OUTLINE OF POLAR EXPLORATION — Attack on the Natives — By RALPH WOLFE

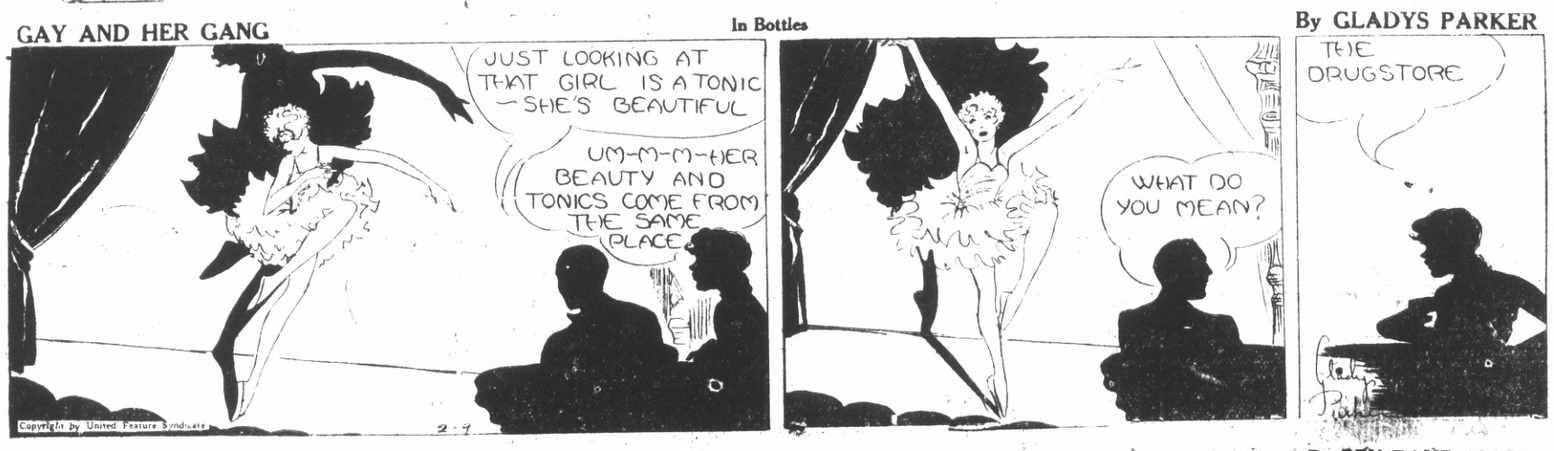


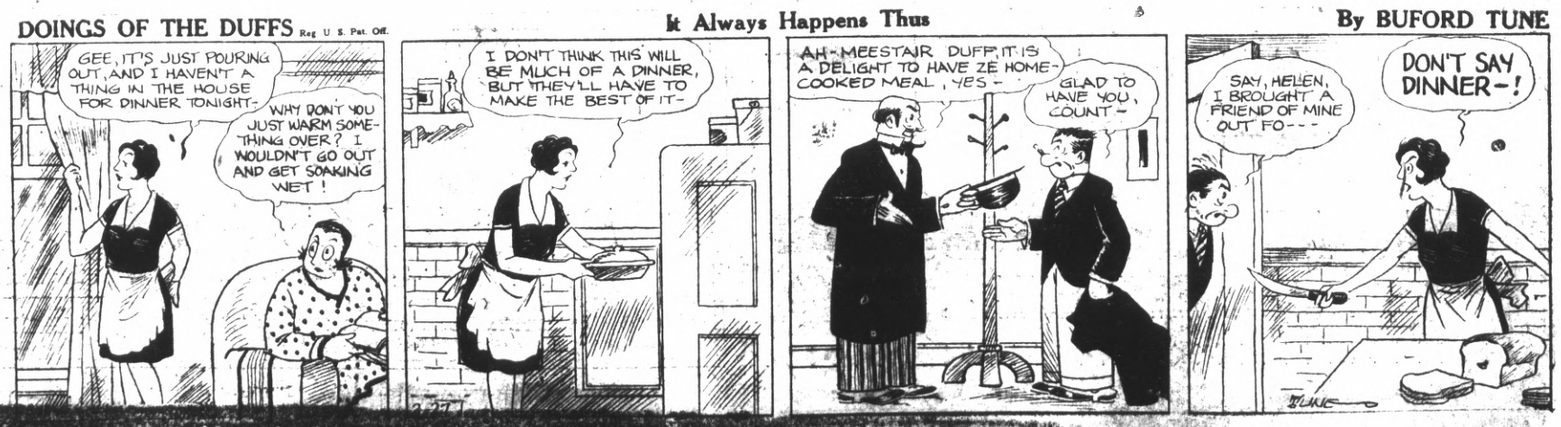
YOUNG BUFFALO BILL

"SKYLARK" — A New Name — By EDDIE STINSON and E. F. WOGGON



GAY AND HER GANG — In Bottles — By GLADYS PARKER



"MALARIA MUGGS" — Evidence — By BEN DAVE ALLEN

DOINGS OF THE DUFFS Reg. U. S. Pat. Off. — It Always Happens Thus — By BUFORD TUNE